

Engineering Innovation and Technical Standards - “Can the two Coexist?”

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“I’m On a Committee”

*Oh, give me your pity, I’m on a committee
Which means that from morning to night
We attend and amend and contend and defend
Without a conclusion in sight.*

*We confer and concur, we defer and demur
And re-iterate all of our thoughts
We revise the agenda with frequent addenda
And consider a load of reports.*

*We compose and propose, we suppose and oppose
And the points of procedure are fun!
But though various notions are brought up as motions
There’s terribly little that gets done.*

*We resolve and absolve, but never dissolve
Since it’s out of the question for us
What a shattering pity to end our committee
Where else could we make such a fuss?*

*From “Consensus”
Newsletter of Standards - Australia*

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“Terminology Review”

In•no•va•tion - *the introduction of something new. “Innovation is 1% inspiration and 99% perspiration” - T. Edison*

Stan•dard - *something established by authority, custom, or general consent as a model or example. “Standardization is the process of getting rid of variety” - HBS*

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Innovation versus Standardization

- *By Definition These Two Concepts Are Always in Conflict!*
 - Engineering Innovation is designed to Provide Competitive Advantage, while most Technical Standards are designed to Eliminate it i.e. Increased Competition.
 - The ISO Archiving Standards effort will need to find a Balance Between the Needs of the Vendor Community and the Desires of the End-User Community if any Standards Developed are to be Meaningful and Widely Adopted.

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How to Resolve This Conflict?

• The End-User Communities Desires Must be Tied to the Needs of the Vendor Community in Order to Reach Critical Mass!

- **Space Data is not so different from Commercial Data**
 - **Maximum Access to, and Protection of, Data Assets is Mandated in Both Environments**
 - **A Comprehensive MetaData Scheme is Now Critical**
 - **Time is of the Essence!**

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How to Resolve This Conflict? (continued)

- **A Fast Track Standards Process Can be Both Innovative and Consensus Driven if Properly Motivated!**
 - ATM, Fibre Channel, BB-ISDN, etc. are Recent Examples
- **To Sustain the Interest of the Vendor Community During the Standards Process the End-User Community Must “Buy Into it” Committing to Adopt Draft and Preliminary Standards in Their Procurements and Operations**
 - A “Leap of Faith” by all parties is required.

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A Suggested Road Map to Success

- **Identify All Potential Opportunities for the Use of These Standards in Advance of Development i.e. Strategic Planning**
 - Government and Commercial (Worldwide)
- **Solicit Participation and Input from the Entire Spectrum of Interested Parties**
 - A proper balance of interests is required to validate the process
- **Prepare a “Straw man” standards outline and a “Call to action”**
 - Committing to the process aka. “Put up or shut up”

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A Suggested Road Map to Success (continued)

- Define a Timetable/Timeline and Meeting Schedule.
 - Minimize Travel and Maximize Electronic & Coop Participation i.e. Video Conferencing at regional host sites
- Pursue Milestones with Vigor and “Keep the Public Informed”
 - i.e. Maximum Visibility Campaign with Public Endorsement by Participants on both sides.
- End-users & Vendors Should Coop Resources to Develop Public Beta Sites to Test and Validate All Efforts to Date.

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